

AAMT Member Survey Feedback

Touch Text Newsletter of the AAMT (Australian Association of Massage Therapists Ltd)

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Commencing July 2004, AAMT commissioned Vital Connexions to undertake an independent research project seeking to identify feedback from its members about their current processes and interactions with the association as well as find out the current issues, concerns and expectations which existed.

The research allowed AAMT to gather information about its members in relation to developing a more specific member profile and behavioural details. The research will assist AAMT with its future strategic marketing approach and will be considered for the future planning and development process and reported to members throughout the year.

AAMT received a return of over a 10% response from the membership with a total of 580 members having their say. In examining the data received, it is clear that the majority of members are owner/operators with the exception of the ACT where the trend indicated mobile and employment as predominant.

South Australia had the highest owner/operator members followed by Western Australia. This information gives AAMT vital information, in particular PME planning. Information on how to run your practice more efficiently would be well attended in SA, NSW and WA while safety and contracting would be applicable in ACT. AAMT Divisions can now start using this information in their strategic planning of events.

Some of your colleague's comments around these areas included:-

- Provide more weekend workshops.
- Small business functions—advertising (getting n people's faces)
- Need more regular lectures on lots of different topics.
- Client records
- Regulation of the industry
- Employment conditions for sub-contractors.
- Recognition from general public.
- Tracksuit pants should only be seen on a sports field, not in a clinical environment.
- I believe that therapists offering:- bring a friend 1/2 price, 2 for 1 massage, 5th massage free etc. should be discouraged.

This is suitable for hairdressers, nail technicians, but my GP, chiropractor and physiotherapists are projecting a more professional approach and so should we. If you can't establish clientele based on professionalism try becoming a hairdresser.

For member feedback on customer service make sure you read the next '*Massage Therapists' Journal* and for profile and promotion watch the next edition of '*Touch Text*'